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We created interesting written and visual content inspired by the ceremony, and distribute them to Nigerian football fans, media partners and sports enthusiasts via mainstream and social media, in order to create excitement around:

- What the partnership means for the fans
- What the partnership means for Super Eagles' World Cup feature
- What the partnership means for NB brands: Star Lager and Amstel Malta
- The implication and benefits of NB's sponsorship to Nigeria's football



**IMPRESSIONS** 

POSITIVE COMMENTS
ON SOCIAL MEDIA





## 133 SOCIA

**OVER 4.7 MILLION IMPRESSIONS WITH** A REACH OF OVER 3.5 MILLION PEOPLE







## **ONLINE MENTIONS**

8 PAID MENTIONS & 96 EARNED MENTIONS ON KEY PLATFORMS LIKE NEWSROOM, BUSINESS DAY, THIS DAY, PUNCH, ENCOMIUM, THE CABLE, SABI NEWS, NET, WITH A REACH OF OVER 1.5 MILLION PEOPLE





## Ex-Super Eagles, Falcons Stars Grace NB Plc, NFF Partnership Kickoff

THE Nigerian Breweries
Plc and the Nigerian
Football Federation (NFF)
recently held a colourful
ceremony in Lagos to officially kick off their historic
multimility Naira na multimillion Naira part-nership, which will have

Star Lager and Amstel
Malta as official alcoholic
and malt beverages of the
National Football Teams of
Nigeria.
Present at the event were

some of Nigeria's most ac complished male and female National Team ex-players, including famed USA '94 World Cup

team members, midfield-ers Garba Lawal and Mutiu Adepoju, Goalkeeper Peter Rufai, as well as Samson Siasia, Daniel Amokachi and Augustine Eguavoen, the last three also having served as National Team coaches since retirement from football.

Also in attendance at the

event were former Super event were former Super Falcons players Anne Chiejine and Okunwa Igun bor, as well as former cap-tains of the Super Eagles from the 80's and 90's, Segun Odegbami and Henry Nwosu.

premium enjoyment to passionate football fans that will be cheering the teams during and after eries brands will be provid-ing support to National Team players and coaching their matches







engaging content inspired by the national football team qualifying for the World Cup saw over 4 million Nigerians interact with and share the content.

